



Seasonal
Planner

Fourth Quarter

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NETS Seasonal Planner Fourth Quarter 1996

**Make Sure Your Employees
Use Some Reason This Holiday Season.**

As this time of year rolls around, we look ahead to upcoming family gatherings during the holiday season. These images rarely have grisly thoughts about impaired driving fatalities.

But the fact is, alcohol-related fatalities exist. Even though 1994's total of 16,589 fatalities represented a 30% decrease from 1984, that figure is still much too high. Also too high is the \$44 billion crashes cost employers like you. Nearly two-thirds of this total is a result of lost productivity.

During this festive time of year, it makes sense to promote the importance of employee traffic safety through programs like NETS. Reinforcing the anti-drinking and driving messages found in this quarter's campaign can help ensure a safer, more joyous holiday season for your employees.

This planner provides you with camera-ready art for promotional materials and useful ideas that will help promote activities throughout the quarter, specifically during December, which is National Drunk and Drugged Driving (3D) Prevention Month. Suggestions offered will lead to a safer workforce environment and safer roads in your community. Please contact your NETS State Coordinator or the NETS national staff for additional suggestions to support your campaign.

Later in this quarter you will receive the first 1997 seasonal planner to kick off a safe and healthy new year. Thank you very much for your work this past year promoting the NETS program and traffic safety for your employees and their families. Your efforts are greatly appreciated and we look forward to working with you again next year.

Sample Copy For Your Newsletter

Keep The Holidays Joyful.

The joyous sounds of laughter and singing.

Toasting the season.

The screeching of brakes.

The vicious crunch of car metal.

The wail of an ambulance's siren.

The preceding are common sounds and scenes of the holiday season. Unfortunately, the last three images are very common in today's society. In fact, two in every five Americans will be involved in an alcohol-related crash at some point in their lives. The likelihood of having your life tragically altered by an impaired driver invariably increases at this time of year as a result of office parties, holiday bashes and New Year's Eve events.

If you plan on attending a function where alcoholic beverages will be offered, take the responsibility to ensure your safety and the safety of your friends. This responsibility is greatly magnified if you are driving to the function. As a rule, the designated driver is the one who abstains from alcohol for the evening, and sees to it that the group returns home safely.

As the designated driver, you should make certain that safe driving and riding habits are followed; all passengers must wear their safety belts, and open containers in the vehicle are not to be allowed. While driving, pay attention to other drivers on the road, many of whom may not be as safety conscious as you. Be sure your passengers don't distract you with unruly behavior.

At the party, be a responsible guest. Alcohol is off limits for the driver. Stick with soft drinks, juice, or whatever non-alcoholic beverages are available. Find out beforehand if non-alcoholic drinks will be served to determine if you need to bring your own refreshments or a recipe for an especially festive non-alcoholic drink. Recommend to your friends who have been drinking that they eat. Food slows the rate of alcohol absorption in the body. Remember, it is responsible guests who help keep parties—and the party—more fun.

Drinking and Driving. Think of it as Highway Roulette.

It's one game you can't win. Steer clear
of drinking and driving.

Don't Drink and Drive.



Ideas To Try

- Have the president or CEO of your company send a memo to all employees announcing the organization's commitment to reducing impaired driving during the holidays.
- If your company is hosting a holiday party, establish guidelines such as not serving individuals who are impaired, never serving minors, closing the bar at least an hour before the end of the event, and offering free rides or cab fare to those who have had too much to drink. Include recipes for non-alcoholic beverages and tips on how to handle impaired guests. Also include information about host liability laws.
- Set up a designated driver display at your company holiday party, or any company function. Any employee or guest who agrees to be a designated driver for the evening receives a small gift. At the end of the function, place the names of the designated drivers in a drawing for a prize.
- Contact local community organizations, your NETS State Coordinator, the National Commission Against Drunk Driving (NCADD), or the National Highway Traffic Safety Administration (NHTSA) for information on National Drunk and Drugged Driving (3D) Prevention Month activities. December has been designated as "3D Month" by a coalition of government agencies, private sector organizations, and grassroots groups throughout the nation. 3D Month is a national effort to save lives that would otherwise be lost in crashes by impaired drivers. For information about the National 3D Prevention Month Coalition, please call 202-452-6004.
- Encourage employees to join your community in recognizing "Lights on for Life." Ask employees to drive with their headlights on all day on Friday, December 20, to remember those who have been killed or injured in alcohol-related crashes and serve as a reminder of law enforcement's watchful eye on impaired drivers. "Lights on for Life" is sponsored by the National 3D Prevention Month Coalition. For more information on this event call 202-452-6004.
- Create a list of "Duties of a Responsible Host" for your employees and send it out as a memo or post it on your organization's bulletin board.
- Continue to use the campaign message contained in this folder on pay stubs, posters, and electronic bulletin boards.

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3" x 6" Paycheck Stuffer

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3" x 3" Newsletter Ad

Drinking and
Driving. Think of
it as Highway
Roulette.

2" Diameter
Campaign Button